

BASIC CARTON PROMOTION (7/194-93294)

- * Carton promotion with 1 shirt included on carton
 * 1.1 MM circulation
 * 50% back offer on 3 items

Assume 55% of 1.1MM UDCs will be purchased by consumers.

		AVERAGE ESTIMATED RESPONSE	HISTORICAL J&K UDCs	ESTIMATED ITEM ORDERS	COMPARABLE ITEMS IN DISCOUNT PROGRAMS	HIGHEST ESTIMATED RESPONSE	HIGHEST ESTIMATED ITEM ORDERS	
11	Sweatshirts (\$5)	3.53	15, 20	5,724	including items requiring 15 to 20 UDCs	0.67%	\$7,223	1.0%
20	Sweatshirts (\$10)	3.83	30	8,878	- sweatshirt	1.14%	\$12,230	1.1%
21	Sweatshirts (\$15)	2.73	30	7,538	- sweatshirt	0.73%	\$10,432	1.2%
22	Sweatshirts (\$20)	2.06	30	2,210	- sweatshirts	3.75%	\$29,966	3.4%
	TOTAL							
	Sweatshirts (\$5)			503,616			\$54,113	
	Sweatshirts (\$10)			\$53,974			\$12,892	
	Sweatshirts (\$15)			\$55,380			\$14,556	
	Sweatshirts (\$20)			\$126,182			\$383,571	
	TOTAL						\$1,060,321	

DISCOUNT BRANDS PROGRAM	PREMIUM	QUANTITY	RETAIL PRICE	RESPONSE	CIRCULATION	12MM SHARE	12MM NTS PENETRATION	POTENTIAL FULFILLERS	CIRCULATION/FULFILLERS	Ratio	UPCS	UPC/ITEM	
BASIC				17.0	1,078,000	5.10%	2.80%	1,400,000	1.30	135.159	3.41	3.41	
Alpha Warm Up Collection (3/17/92)	Sweatshirt	50	\$0.00	1.00							8,500	257,944	
Chinook	Sweatshirts	20	\$0.00	0.97							8,000	242,965	
Turtleneck	Sweatshirts	20	\$0.00	0.61							5,000	151,864	
Total				2.66	834,000	0.57%	0.40%	300,000	0.24	21,704	602,796	3.07	
Buckskin Caribou Outerwear (10/1/91)-Regulus (10/1/91)	Boxers	10	\$0.00	0.41							4,478	44,781	
T-shirt	Sweatshirt	20	\$0.00	0.43							4,782	95,634	
Cap	Sweatshirt	10	\$0.00	0.52							5,768	57,684	
Sweatshirt	Sweatshirt	30	\$0.00	0.90							10,247	307,365	
Sweatshirts	Sweatshirts	30	\$0.00	0.77							8,425	252,747	
Total				3.06	1,100,000	0.50%	0.10%	50,000	0.05	33,760	755,241	15.16	
Lucas Motor Farm (10/1/91)-Regulus (10/1/91)	Boxers	10	\$0.00	0.54							7,020	70,220	
T-shirt	Sweatshirt	10	\$0.00	0.87							8,710	174,220	
Cap	Sweatshirt	10	\$0.00	0.92							11,600	116,620	
Sweatshirt	Sweatshirt	30	\$0.00	1.14							14,320	444,020	
Sweatshirts	Sweatshirts	30	\$0.00	0.81	1,300,000	0.40%	0.10%	50,000	0.04	10,530	315,320		
Total				4.09							53,440	1,124,800	22.49
Clark's Spring Services (3/1/93)	Sweatshirt	30	\$0.00	0.25							3,460	103,500	
Sweatshirts	Sweatshirts	20	\$0.00	1.24							3,000	108,000	
Sweatshirt	Sweatshirt	10	\$0.00	0.00							15,000	854,000	
Chinook	Sweatshirt	15	\$0.00	0.02							1,200	18,000	
T-shirt	Sweatshirt	5	\$0.00	0.00							500	2,400	
Turtleneck	Sweatshirt	25	\$0.00	0.85							12,000	298,700	
Total				2.49	1,500,000	1.80%	1.80%	900,000	0.63	37,350	1,402,000	1.56	
7 other non-shirring items				9.10%									
Total program													
PREMIUM BRANDS													

PREMIUM BRANDS PROGRAM	PREMIUM	PRICE	QUANTITY	RESPONSE
McDonnell's Off-Road Sweats (10/1/91)-12 mks Week & McWam Chinook	Sweatshirt	50.00	50.00	12.16
	Sweatshirts	50.00	50.00	12.16
Total				
McDonnell's Off-Road Sweats (10/1/91)-12 mks Week & McWam Chinook	Sweatshirt	50.00	50.00	5.18
Total				
McDonnell's Off-Road Sweats (10/1/91)-12 mks Week & McWam Chinook	Sweatshirts	50.00	50.00	5.65
Total				

MISCELLANEOUS PROGRAM	PRICE
Flannel Pullover	11.0
Long Sleeve T	35
Flannel Jacket	75
Gear and Long Shorts	70
Sweatshirt	70
Sweatshirt	95
McDonnell's Off-Road Sweats (10/1/91)-12 mks Week & McWam Chinook	50.00

MISCELLANEOUS PROGRAM	PREMIUM	PRICE	QUANTITY
Packard's Off-Road Sweats II	Flannel Pullover	50.00	110
Packard's Off-Road Sweats II	Long Sleeve T	50.00	35
McDonnell's Off-Road Sweats	Flannel Jacket	75.00	75
McDonnell's Off-Road Sweats	Dark Knit Long Shorts	40.00	40
McDonnell's Off-Road Sweats	Sweatshirt	78.00	78
McDonnell's Off-Road Sweats	Shorts	30.00	30
McDonnell's Off-Road Sweats	Sweatshirt	75.00	75

POTENTIAL UDC FULFILLMENT BASED ON VARYING CONSUMPTION LEVELS:

1 person/day

2 people/day

Avg. consumption

12MM NTS (12MM NTS) 26 mks per day (1.2 pms/yr)

90 UDCs

135 UDCs

117 UDCs

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